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PRESS RELEASE IAA Commercial Vehicles 2018

Goodyear launches FUELMAX PERFORMANCE fuel-efficient CO2-reducing tyres & showcases tyre management news

The full silica compound tyres can save a 100-vehicle fleet 290,000 euros in fuel costs annually¹ and help truck manufacturers meet future emission targets.

Hanover, September 19, 2018 – Goodyear is launching FUELMAX PERFORMANCE - its most fuel-efficient tyre range to date - at IAA Commercial Vehicles 2018. The new tyres, which are the first Goodyear truck tyres to feature full silica tread compound technology, achieve EU tyre label grade 'A' for fuel efficiency and meet full Three Peak Mountain Snow Flake (3PMSF) winter tyre requirements. These tyres can enable dedicated long haul-fleets to optimise fuel savings, and assist truck makers to meet increasingly ambitious EU CO2 targets.

Two new Goodyear Proactive Solutions mobile phone APPs will be showcased, offering additional benefits to fleet managers and drivers. The combination of Goodyear Proactive Solutions and FUELMAX PERFORMANCE tyres are essential to optimise performance and further reduce total cost of ownership and emissions.

Goodyear is exhibiting in the New Mobility World area in Pavilion P11 on stands C102-104.

The new tyres anticipate proposed EU legislation to reduce Heavy Duty Vehicle CO2 emissions by 15% in 2025 and 30% by 2030².

"Tyres are crucial for sustainable mobility and are core components of vehicle performance. The new Goodyear FUELMAX PERFORMANCE tyres demonstrate our understanding of the challenges and opportunities that environmental objectives pose for our customers. They further show our commitment to supporting OEMs and fleets in achieving those objectives and reducing costs," said David Anckaert, Vice President Goodyear Commercial Tires Europe. *"Tyres are only part of the wider picture. Goodyear Proactive Solutions and other tyre-related services that we offer are key to optimizing tyres' full potential to further improve profits and reduce emissions."*

¹ Internal estimate based on a 40-tonne 4x2 tractor with tri-axle trailer (with Goodyear FUELMAX T trailer tyres) operating in long haul service; with an average fuel consumption of 30l/100 km; based on a diesel price of €1.36 per litre including VAT; with an annual mileage of 100,000 km, compared to the same type of vehicle fitted on all axles with mid-range 'B' labelled tyres. Actual results may vary based on - but not restricted to - road and weather conditions, driving style, wear conditions, tyre size, tyre pressure and vehicle maintenance.

² Proposal for a regulation of the European parliament and of the council setting CO2 emission performance standards for new heavy-duty vehicles (May 17, 2018)



FUELMAX PERFORMANCE range

FUELMAX PERFORMANCE tyres are developed for maximum fuel savings with low heat generation and low rolling resistance for dedicated long haul applications. They offer 'A' grade EU label fuel efficiency, 'B' grade Wet Grip, one wave exterior noise and 3PMSF winter performance, and are Goodyear's first truck tyres to feature full silica tread compound technology. This is a key element for low fuel consumption and wet grip. The construction ensures extremely regular footprint pressure distribution for regular wear and high mileage under all load conditions encountered in long haul service.

The Goodyear FUELMAX PERFORMANCE range comprises two FUELMAX S PERFORMANCE steer tyres and a FUELMAX D PERFORMANCE drive tyre. The combination of FUELMAX PERFORMANCE steer and drive tyres with existing Goodyear FUELMAX T trailer tyres - also labeled 'A' in Fuel Efficiency - enables consistent fuel savings and CO2 reductions.

A long-haul fleet of 100 vehicles using this tyre combination could save up to 214,000 litres of diesel per year and reduce up to 557,000 kg of CO2 - saving up to 290,000 euros in fuel costs.³

A common feature of the range is an RFID tag embedded inside each tyre, which allows simple identification by an external device that links to tyre management systems to ensure future connectivity benefits.

FUELMAX S PERFORMANCE

The FUELMAX S PERFORMANCE steer tyres comprise sizes 315/70R22.5 and 385/55R22.5. The 315/70R22.5 steer tyres have five ribs and the 385/55R22.5 have six with both having tread features that optimize water distribution and regular wear, with wet braking performance maintained well into the life of the tyres.

FUELMAX D PERFORMANCE

The FUELMAX D PERFORMANCE drive tyre is produced in size 315/70R22.5 with IntelliMax Groove technology also a feature. The tread design assists traction and cleaning with self-generating grooves appearing at 60% tread wear to ensure life-long traction, high mileage and low rolling resistance. Full tread depth visibility at any position is ensured by 16 measuring windows.

³ Please see footnote 1.



TYRE MANAGEMENT NEWS

At the IAA, Goodyear is showcasing its news related to Goodyear Proactive Solutions, which comprises a full suite of data-based solutions, featuring advanced telematics and patented predictive analytics technology.

Goodyear Proactive Solutions currently comprises Goodyear TPMS (Tyre Pressure Monitoring System) and the Goodyear Drive-Over-Reader.

Mobile phone APPs & Goodyear Drive-Over-Reader

The latest innovations in Goodyear Proactive Solutions' toolbox are two recently-introduced mobile phone APPs – one for fleet managers and the other for drivers. These provide access to up-to-the-minute relevant tyre data from Goodyear Proactive Solutions. For the fleet manager that means an overview of the entire fleet with reports available on each tyre on every vehicle, and for drivers it gives a 'live' report on their vehicles' tyres. In both cases urgent warnings are provided any time a potential issue is detected.

The Goodyear Drive-Over-Reader will be demonstrated at LIVE, the IAA outdoor demonstration area every day (approximately at 10:20 am, 12:20 am, 2:20 pm, 4:20 pm). The Goodyear hi-tech ground-based plate automatically measures tyre tread depth, pressure and axle load in seconds whenever a vehicle drives over it and enables potential wear issues to be identified.

Goodyear Proactive Solutions provide precise, real-time tyre monitoring enabling fuel consumption and CO2 emissions to be reduced, downtime to be minimized and tyre mileage and retreadability increased.

A truck driving with correct tyre inflation can save about 694 euros in a year vs. a truck driving with 1.5 bar under-inflation and would save up to 510 litres of fuel and 1330 kg CO2 emissions.⁴

For more details please refer to the related Goodyear FUELMAX PERFORMANCE and Goodyear Proactive Solutions fact sheets.

About Goodyear

Goodyear is one of the world's largest tyre companies. It employs about 64,000 people and manufactures its products in 48 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.

For more information about Goodyear and its products, go to www.goodyear.com/corporate.

⁴ Internal estimate based on a 40-ton 4x2 tractor with tri-axle trailer (with same trailer tyres) operating in long haul service; with an average fuel consumption of 30l/100 km with an annual mileage of 100,000 km; based on a diesel price of €1.36 per litre including VAT. Actual results may vary based on - but not restricted to - road and weather conditions, driving style, wear conditions, tyre size, tyre pressure and vehicle maintenance.